

Report on Committee to Consider Correspondence Course for Projectionists

IN order to get some idea of what should be included in a correspondence course for projectionists, a general outline covering the principal subjects has been prepared. This outline is not expected to be complete in its present form, but may be considered only as a skeleton to be developed as the work progressed. The outline follows the general plan adopted by the International Correspondence Schools, and an effort has been made to present the various subjects in a logical order, though it is realized that there are a number of discrepancies in the first outline which has been made up. There are also a number of omissions in listing apparatus, as it has not been practicable to spend the time which would have been required to make a complete and detail outline of the complete course.

Plan for Obtaining Material:

Little difficulty would be found in obtaining from various manufacturers of equipment special information regarding the apparatus or devices which they manufacture. This is the plan which has been followed successfully by the International Correspondence Schools. In some cases an employee in a manufacturing establishment has been hired by the Correspondence Schools to write a booklet or a series of booklets giving details of the apparatus manufactured. I doubt if it would be necessary to hire any employee in the various industries connected with the motion picture business, as the advertising value which these manufacturers would obtain would amply repay them for any effort in furnishing information.

Preparation of Material:

After obtaining descriptions of apparatus and the important facts involved in any special section, it is absolutely essential that this material be carefully edited. The entire success or failure of a course depends largely upon the editorial work. It must be kept continually in mind that the material is to be presented in such a way that it will not only be interesting but will be easily understood by the reader who has not had the advantage of any technical training, and perhaps nothing more than a common school education. The text should be illustrated with very complete diagrams and half-tone cuts. Many of the points would require the making up of wash drawings in order to bring out the details which would need to be emphasized. Therefore, in addition to the editor, it is important that the illustrations be made up by someone who has had experience with or is conversant with the making of illustrations for correspondence courses.

Printing and Distribution:

After the material has been prepared for printing, it is essential that a high quality of paper and good clear type be used, as, otherwise, the effort to present the subject matter in a clear, concise manner may be almost offset by a poorly printed page. Economy in the matter of paper in press work would be ill-founded in the making up of a successful correspondence course.

In the outline which has been made there are ten general subjects covered. It is estimated that these ten subjects would require booklets of 25 to 100 pages each, and the average would probably be 50 or 60 pages.

Estimated Costs:

Assuming that provision be made for distribution of 5,000 copies of the correspondence course, and that the total number of pamphlets in the course is ten, and that these pamphlets would be issued at different periods, the printing cost would probably be about \$1,000 per pamphlet or a total of \$10,000. The editorial work required would mean at least one year, and the estimated cost of this work is \$3,000. Time of drafting required for illustrations would amount to approximately \$2,000. Incidental expenses—traveling, etc., \$1,000. The estimated cost of preparing the course would, therefore, be \$16,000.

There are additional items of advertising, and the cost of distributing the books to subscribers, which are not included, but it is very doubtful if any study course could be prepared for less than the amount given.

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